Outreach and Content Contributor for USAGov: The Official Website for Government Information



Project Title	Outreach and Content Contributor for USAGov: The Official Website for Government Information
Project Summary	USAGov is the federal government's guide to information and services. At USAGov, we share relevant and timely information to the public in both English and Spanish through websites (USA.gov and USA.gov/espanol), social media, email marketing and a Contact Center.
Country	United States

Project Description

In this position, the outreach and content contributor provides content for the USAGov Facebook, Instagram, and Twitter channels.

The intern will:

- -Provide ideas to social media lead for social media content
- -Draft social media messages
- -Proofread social media messages drafted by other contributors, as needed.
- -Participate in social media planning sessions
- -Help build the social media editorial calendar
- -Help strategize for effective messaging across outreach channels
- -Research trends and makes recommendations on topics to cover
- -Develop content for the website including but not limited to blogs and original featured content.
- -Support research projects and cross-USAGov opportunities, such as data analysis or top[ic research for developing the outreach editorial calendar.

Required Skills or Interests

Skill(s)	
Research	
Social media i	management

Additional Information

WRITING NEEDS

- -Strong writing skills
- -Quick learner
- -Experience with social media and/or professional writing a plus

Qualifications/Character

- -Knowledge of social media channels, specifically Facebook and Twitter
- -Familiar with social media analytics
- -Experience and passion for digital communications, especially via social media
- -Experience drafting engaging copy, for marketing and outreach purposes
- -Flexible, open to ideas and feedback
- -Someone who can work independently but who also loves to work with a team

Language Requirements

None